AMRITA VISHWA VIDYAPEETHAM
DEPARTMENT OF MANAGEMENT, KOCHI
MBA PROGRAMME 2018
Trimester VI (2016 – 2018 Batch)

E-Business and E-Commerce Management

<table>
<thead>
<tr>
<th>Course Name</th>
<th>E-Business and E-Commerce Management(SY635E)</th>
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<tbody>
<tr>
<td>Term</td>
<td>MBA-VI</td>
</tr>
<tr>
<td>Name of Course Facilitator</td>
<td>Dr. Rejikumar</td>
</tr>
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<td>Email</td>
<td><a href="mailto:g_rejikumar@asb.kochi.amrita.edu">g_rejikumar@asb.kochi.amrita.edu</a></td>
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**Course Objectives**

The purpose of this elective course is to introduce students about the issues that a modern day manager need to address while doing business in a digital world.

The topics covered will include analysis of market place, environment and internal aspects such as infrastructure, strategy, planning, performance and use experience.

**Learning Outcomes**

The students will: (a) understand the scope of e-business and e-commerce and their different elements in business success. They will learn (b) how to use digital platforms and related technology for offering better service to customers. The course is expected to impart the skills to apply e-business strategies for better customer satisfaction and loyalty.

**Course Objectives and Outcomes**

<table>
<thead>
<tr>
<th>LG CO</th>
<th>Critical and integrative Thinking</th>
<th>Effective written and oral communication</th>
<th>Societal and Environmental Awareness</th>
<th>Ethical Reasoning</th>
<th>Leadership</th>
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<tbody>
<tr>
<td>CO1: Knowledge</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>CO2: Skill sets</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>CO3: Application of E-business strategies</td>
<td>3</td>
<td>1</td>
<td>1</td>
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Course contributes mostly to: Employability/ Skill Development/ Value-add

**Course Pedagogy**

The pedagogy for this course would comprise of lectures, group presentations, class activities and brand audit project. (Soft copies of the articles and cases are provided in the course folder)
# Session Plan

<table>
<thead>
<tr>
<th>Session</th>
<th>Topics</th>
<th>Reading</th>
<th>Inclass activity</th>
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</thead>
<tbody>
<tr>
<td>1,2</td>
<td>Introduction to E-business and E-commerce</td>
<td>Lecture</td>
<td></td>
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</table>
| 3,4     | Case 1: A short history of Facebook  
Case 2: Betfair profits with C2C online gambling service  
Case 3: North West Supplies extends its reach online  
(caselets are available in chapter-1 of text book) | Presentation and discussion | |
| 5,6,7,8 | E-Marketplace and Enviornment  
Case 4: eBay – the world’s largest e-business- discussion  
Case 5: The impact of B2B reverse auctions  
Case 6: Zopa launches a new lending model | Presentation and Discussion | |
| 9,10    | E-business infrastructure  
Case:7 Innovation at Google | Presentation and Discussion | |
| 11,12   | E-business strategy  
Case:8 Capital One creates value through e-business | Presentation and Discussion | |
| 13,14   | E-Marketing  
Case: 9 The new Napster changes the music marketing mix | Presentation and Discussion | |
| 15,16   | Supply chain as a key element of E-business  
Case: 10 Shell Chemicals redefines its customers’ supply chains | Lecture | |
| 17,18   | E-procurement  
Case:11 Cambridge Consultants reduce costs through e-procurement | Lecture | |
| 19,20   | E-CRM  
Case:12 Arena Flowers online communications | Presentation and Discussion | |
| 21,22   | Change Management  
Case: 13 Process management: making complex business simpler | Presentation and Discussion | |
| 23,24   | Customer experience in E-commerce | Presentation and Discussion | |

# Text Book

E-Business and E-Commerce Management: Strategy, Implementation and Practice  
By David Chaffey

# Evaluation

End-term examination -40%;  
Term paper-30%;  
Case Review-15% ;  
Presentation-15%

Rescheduling of class presentation/ assignment submission will not be entertained.